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TAGS: [PINR](#)

SUBJECT: [BLOGGER-IN-CHIEF](#): HUNGARIAN PRIME MINISTER'S BLOG

REF: SECSTATE 6376

Classified By: POL/C ERIC V. GAUDIOSI; REASONS 1.4 (B) AND (D)

[1](#)1. (C) Post offers the following information, keyed to the questions posed in reftel:

[1](#)2. (C) We see minimal policy impact to PM Gyurcsany's blog to date. It has not, for example, blunted criticism of the government's often opaque approach to reforms, and is more often a review of Gyurcsany's thoughts than a preview of his intentions. We strongly suspect that the blog attracts his faithful followers and his irreconcilable opponents ... and confirms the views of both groups.

[1](#)3. (C) Our sense is that the blog remains more a curiosity than required reading. With internet penetration in Hungary among the lowest in the EU (often cited at approximately 35%), regular readership is likely limited primarily to Gyurcsany's supporters and his critics. As noted, it may provide further ammunition but likely changes few minds in either group. Among the former, it has probably reinforced his image as young, modern, and accessible (younger, more modern, and more accessible, in fact, than many in his own party). Among the latter, it is cited as further evidence of Gyurcsany's insincerity and his preference for style over substance.

[1](#)4. (C) We understand that responses are screened before being posted. Gyurcsany has, however, responded to questions posted on the site. He has also gone jogging with respondents.

[1](#)5. (C) We understand that Gyurcsany is the primary author of his blogs, although he did not write the very first entry. The usual blog begins with Gyurcsany's dictation - often reportedly during his morning commute - which is then transcribed, edited, and reviewed by him before release. During a TV interview January 29, Gyurcsany announced his intention to begin a videoblog as well.

[1](#)6. (C) Even the PM's critics have not accused him of using his family as a political prop. To the best of our knowledge, the accounts offered in the blog, such as his niece moving in with their family to complete school, are substantially accurate.

[1](#)7. (C) The blogs have been marginally successful at best in helping the government's communications efforts, which Gyurcsany himself rated as deserving "a D grade." The degree of polarization between the parties - mirrored and reinforced in their respective media affiliates - is so extreme that reaction to Gyurcsany's blog is determined almost exclusively by party affiliation.

[1](#)8. (C) Gyurcsany's blog first appeared in early 2006 in what is widely regarded as an attempt to establish a direct connection to the public. Gyurcsany may also have seen the experiment as a way to avoid working exclusively through the

Hungarian bureaucracy, which has been a frequent source of frustration.

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